

Traffic Ultimatum

The Foundation

"How To Find Hot Markets, Killer Offers, And Get The Best Traffic Of All... Straight From Google 😊"

By George Brown

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Introduction: Research Methods

Make no mistake... this short book is very important.

There's a reason I highly recommend you read this first...

It will DOUBLE the effect of everything else I teach you here!

That's right...

What I'm going to teach you over the next 30 or so pages is the foundation of your online marketing efforts.

Without a solid foundation... the rest of my efforts are doomed to failure.

Think of building a good search engine friendly website like building a house.

To do it, I'm going to go out and get good, solid materials to build it - lumber, nails, drywall, paint, bricks... you name it.

Heck, I might even hire some good contractors to help me out so I don't have to do everything myself.

That way I can be sure my house will stand the test of time... not get blown down by the first windstorm or end up full of water after the first thunderstorm.

But... what about the land I build the house on (the keywords and market)?

What if I build the house on the edge of a cliff or decide it's a good idea to build it on quicksand? How long will my house last then?

Probably not very long, right?

... and that's the importance of having a solid foundation.

Without the right foundation, no matter how good the rest of my house is built... it will eventually crumble to the ground... same goes with my online marketing efforts.

I can get thousands of visitors a day from the search engines one day... but if I haven't targeted the right markets and keywords, I could potentially get none the next.

Sure, I can luck out and make money for a short period of time. I might even make more money than most people do working full-time for someone else...

But that search engine ranking will be short lived, and it won't last.

Not without the right foundation to support it.

That's the beauty of having a well-built foundation: Do these first little steps right when you're creating a new website, and everything will be so much easier for you, and your traffic getting efforts will in turn, be magnified.

... and I'm not talking about just any kind of traffic either.

Nope. I'm talking about getting the best traffic of all... straight from the search engines... straight from Google itself.

... and why is THIS the best traffic I can get?

Well... for one, it's completely free. Can't beat that, right?

Second... search engine users are without a doubt some of the most targeted visitors on the Internet (most of the time at least).

Not only are they interested in exactly what I'm selling, but they're usually interested in it at that PRECISE moment they head over to Google to learn more about it.

Last... but definitely not least: After I get a first page listing... I don't normally lose it.

Once Google has decided my page belongs in the top 10, all of the free, super valuable traffic they send will keep flooding my site on autopilot... just because I followed a few basic rules.

The **question** is... how can I be sure the market I want to target has the right foundation to allow me to dominate Google?

Answer: Follow the steps I'm going to reveal to you right now.

- **Market Research**

It all starts with the market itself...and considering my promise to cover absolute everything, we'll start with that ☺

I'll reveal the 3 different spy tactics I use to find hundreds, even thousands, of markets in just a few short minutes.

- **Keyword Research**

In internet marketing, it's all about the keywords themselves.

Here, I'll show you the exact steps I use to find laser-targeted keywords I can dominate in the search engines... and make money from too!

- **Market Analysis**

The really crucial part.

Here's the stuff you might not know, and if you've been wondering why you haven't had any success with the search engines yet, this section will be a great help ☺

I'll let you in on "The Market Heat Test" and how I use it to be 110% sure the market I'm going after is going to make me money in the long run.

- **SEO Essentials**

This is the "glue" that makes everything else stick together.

Here's where I'm going to show you how to set your site up for maximum SEO benefit by taking advantage of both On Page and Off Page SEO factors.

So... let's get to it.

Chapter One: Market Research

Before I can even think about building a site and making money from it... I need to find the market I want to target first.

To be honest...

Finding a market isn't very difficult - they're everywhere.

Just turn on the radio... watch the TV... or read the newspaper... there are millions of markets you can target. That's not the hard part.

The hard part is finding the right market to target in the first place

I mean... there's no sense putting hours of work into keyword research and site building only to discover the market you're targeting doesn't purchase online.

D'oh!

So when it comes to finding a niche I can target, there are 3 very different methods I use.

- **Self-Diagnosis**

I'll ask a few basic questions about myself to find markets I can target related to my own interests and challenges.

- **Trend Spotting**

I'll keep my eye out for what's hot online and use that information to find different markets I can target.

- **Offer Spying**

I'll look for different offers available online and try to figure out the market the offer is targeting.

Each works equally well and I've used all of them to help find markets in the past. Here's how I do it....

Method #1: Self-Diagnosis

Instead of just promoting the popular offers I find on Clickbank like most other marketers, the first two market research methods I want to discuss work the opposite way:

Find the market first... then the offers to promote

... and finding markets is easier than you think it is. They're all around me, I just need to tap into them.

... and one of the easiest ways to do that is a self-diagnosis.

What are my top interests or hobbies?

What are my most dominant personality traits?

What are my top strengths or things I do well?

What are my top weaknesses or things I should improve?

I'll just write down the answers to those questions on a piece of paper and brainstorm the market related to my answer.

Let's say one of my most dominant personality traits is my organizational skills.

The market I could target here is obvious – people looking to become more organized.

The question is: Are there offers I can promote to them?

A quick Google search using keyword phrases related to becoming more organized revealed [this offer](#), and [this one](#)... and [this one too](#)!

So not only is there a market I could target based on one of my most dominant personality traits... there are offers I can promote as well.

This a definite sign I can move onto the next step with this market, something I'm going to cover in just a moment...

Before I do that though... let me tell you how to find markets by spotting trends.

Method #2: Trend Spotting

There's a ton of different sites I can visit in my quest to find a market to target.

Thankfully though... it's not a complicated process: Just visit these sites and follow the simple instructions I give to find lots of markets to target.

[Google Hot Trends](#)

Google updates this list of the fastest-rising searches every hour to highlight searches that experience sudden surges in popularity.

[Yahoo! Buzz Top Searches](#)

Yahoo! gives me a buzz score for each search phrase that represents the percentage of Yahoo! users searching for that subject on a given day.

[eBay Pulse](#)

This part of eBay gives me access to the most popular searches, stores, and products on eBay, with the ability to refine my results by category.

[43 Things Zeitgeist – Goals](#)

I'll go here to check out "Today's Most Popular Goals" or "All-Time Most Popular Goals" to discover hundreds of different markets you can target.

[Amazon Bestsellers](#)

Updated hourly, the Amazon Bestsellers lists the most popular items on Amazon.com, one of the most popular sites on the Internet.

[Shopping.com Consumer Demand Index](#)

Similar to the eBay and Amazon lists, I can view the top 100 searches for each of the Shopping.com categories. Updated every 2 weeks.

Even though I'll find hundreds of markets to target using these sites, I still have one last trick up my sleeve... [Ezine Articles](#).

Ezine Article Market Discovery Process

Step #1: Head over to [Google](#).

Step #2: Search using this query string:

site:ezinearticles. com This article has been viewed
{views}..199999 Article Submitted On: {month}, {year}

Note: The {views} need to be changed to something like 500, 1,000, or 2,000 and {month} needs to be changed to one of the months of the year.

Step #3: Browse through the search results to find different markets I can target.

Another site I keep an eye on when going through my research: [Yahoo! Answers](#)

Talk about a treasure-trove of potential markets!

Even on a bad day I can spend 5 minutes browsing through the questions people are asking and walk away with a handful of potential markets I can dig into.

Traffic Ultimatum Twist

If I see lots of people asking similar questions, I can be pretty sure they've already searched themselves and couldn't find an answer.

So I'll definitely want to capitalize on that by taking note of the market related to the questions and moving onto the next step...

Now, you're probably thinking...

Sure, George... you make it sound easy, but I still don't get EXACTLY what you're doing to find these markets using trend spotting.

Whenever I go to Google Trends, I can't figure out the market that's behind the keywords I'm seeing...

I hear ya!

There are definitely some different things I look for when using the trend spotting methods I just discussed, but they're hard to get across on paper.

*But, I'll be totally honest with you: **I don't do all the work myself.***

I have a team of people to identify markets and offers, build sites, and drive traffic.

My job: *I'm the mad scientist behind the curtain testing and tweaking the results to come up with the best combination that makes the most money.*

I take the results and improve things to make more money... but I need someone else to build everything first to get me those results.

So... let me introduce you to Jay.

Jay and I crossed paths a while ago on a forum we're members of and really hit it off.

Since then, he's taught me a thing or two about driving traffic to my sites - I even stole a few of his tricks and put them into this course (with his okay, of course).

So I thought... who better to teach you with these videos than him, right?

Watch Video #1...
Trend Spotting

If I don't want to find markets this way, there's another way to do it...

Method #3: Offer Spying

This one is pretty straight forward and simple.

I'll look through the different affiliate marketplaces to find offers and brainstorm niches and markets based on who the offers target.

Although the products might be different for you, the last time I checked the Clickbank marketplace these were the top two offers in the Society & Culture category:

1) Phone Detective. 1 Ranking For A Reason!* Search Boxes, Creative, Optimized Order Form, And More! An Affiliate Program That Actually 'gets' Affiliate Marketing. Check Out: [Http://aff.phonedetective.com](http://aff.phonedetective.com).
\$/sale: \$16.44 | Future \$: - | Total \$/sale: \$16.44 | %/sale: 75.0% | %refd: 94.0% | grav: 527.46
[view pitch page](#) | [create HopLink](#) | [Vendor Spotlight](#)

2) The Magic Of Making Up (Get Your Ex Back). A Hungry Crowd That Is Desperate For Help Makes You A Lot Of Easy Sales. Help Keep Relationships Together And Make 75% Commission Too. Virtually Unlimited Traffic Now And In The Future. For Free Articles, Video And Help See Affiliate Page.
\$/sale: \$23.98 | Future \$: - | Total \$/sale: \$23.98 | %/sale: 75.0% | %refd: 90.0% | grav: 366.62
[view pitch page](#) | [create HopLink](#) | [Vendor Spotlight](#)

The first offer, Phone Detective, has been around forever. Since late 2006 to be exact... and most of it has been spent in the #1 position.

Although I'm sure I could make money targeting that offer, my initial concern is how big the market itself is going to be and how often people in the market make additional, or even repeat, purchases.

I mean... after searching for a phone number and finding it using Phone Detective, what else is someone in that market going to buy?

Once they have access to Phone Detective, do they need to make another purchase to continue using it?

Since I think the answer is "No" to both of those questions, I don't think the "reverse phone lookup" market has very good long-term potential.

Since my first impression could be wrong though, I'll still follow the rest of the steps I'm going to reveal in a moment to be 100% sure.

Given my initial concerns, the second offer is more attractive and definitely something I'd be interested in researching further.

So... let's dig into "[The Magic of Making Up](#)" to see how I can figure out the market this offer is targeting.



If you visit the site, you'll see "The Magic of Making Up" is a digital ebook filled with advice and instructions on how to fix a broken relationship.

When I look at the site, my mind immediately focuses on the keywords people would use if they were interested in these offers.

Just look at "The Magic Of Making Up" site to the left and I can already come up with a few different keywords people interested in that offer would use to find it...

get my ex back

how to save my marriage

win my ex back

stop my divorce

how to get my ex girlfriend back

get boyfriend back

... and there's more where those came from!

Based on this quick look at the site, I can see this offer is targeting people who want to fix a broken relationship.

To get a better idea of the scope of this market, a quick visit to Google and the Wonder Wheel shows...

See how easy it is to find markets using this method!

With just a quick visit to Clickbank and a stop along the way at Google, I've been able to uncover a market filled with people looking to fix their broken relationships and win back the affection of their ex-wives, boyfriends, etc.

... and you can easily do the same for yourself.

Just visit Clickbank and search for different offers just like I did to find markets you could potentially target.

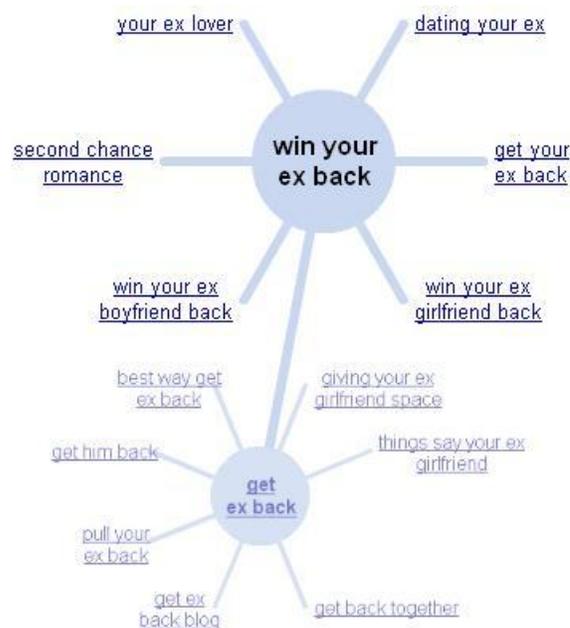
You can even use sites like [CB Engine](#) or [CB Analytics](#) to search and sort through the information in ways not offered in Clickbank Marketplace.

Although I can find a world of different markets without ever leaving Clickbank, that's not enough diversification for me.

So... whenever I'm looking for markets to target by spying on offers like I've described here, I won't forget to visit other affiliate networks to find more offers I can promote and discover even more markets I can target.

There are tons of networks out there, so the biggest problem is finding ones with a good selection of offers to promote and solid reporting tools who pay you fairly – some networks make excuses come payday.

That being said... here's a quick list of the different places I go to when trying to find markets to target through offer spying.



By no means is this a complete list.... just a good start.

Commission Junction

This is one of the largest affiliate networks with tons of advertisers. It has lots of physical products and merchants who offer pay-per-lead and pay-per-sale options and commissions mostly in the 3% to 15% range

LinkShare

LinkShare is one of the oldest affiliate networks with access to offers from many top Fortune 500 companies like Dell, Nordstrom, Target, Disney, and American Express.

Google Affiliate Network

This was formerly known as Performics by DoubleClick and although it's smaller than the last 3 (including Clickbank), it still gives access to many big brands like Bose, Eddie Bauer, HP Shopping, and L.L. Bean.

ShareASale

This network has more than 1,700 merchants to choose from, plus an easy to use control panel and great reporting.

Amazon

With Amazon, I can earn up to 15% per referral promoting one of the top 10 most recognizable and heavily visited websites.

eBay

Although I get paid for each click I send to any eBay site, the amount I get paid for each click will vary depending on the quality of traffic I send.

RevenueWire

This network focuses on digital downloadable software products, offers payouts twice a month, and provides great tracking and reporting tools.

Aside from these affiliate networks and any private ones I didn't mention, there's also a bunch of CPA networks with tons of offers I can check out too:

MarketLeverage

Max Bounty

Clickbooth

Ads4Dough

Convert2Media

Hydra Network

NeverBlue

CX Digital

Copeac

AzoogleAds

Rather than visit each of the CPA networks, I can look for offers on all of these affiliate networks at once using **OfferVault** instead.

Offer Vault lets me sort through over 13,000 affiliate and CPA offers from more than 40 different networks. I can either search by keyword or browse by affiliate network to find the different offers I'll use as inspiration for my market brainstorming.

It's also a great tool for finding additional offers to promote that aren't available on Clickbank, Amazon, or eBay.

Going back to the "get your ex back" market... I searched "divorce" at Offer Vault and was able to find this offer from the "As Seen On TV Network":

OFFER NAME :
Get Your Spouse Back Now

DESCRIPTION :
There are a ton of books available that discuss how to get a divorce, how to make a divorce easier on the children and how to cope with a divorce. But now there is a book that will help you stop a divorce from happening in the first place and get your loved one back home. Secrets: The Ten Secrets You Must Know To Get Your Spouse Back by William Thompson teaches you what you need to know to make your spouse want and need you back!

OFFER DETAILS :
NETWORK :
AS SEEN ON TV NETWORK | [JOIN NOW](#)

OFFER PAYOUT (USD):
CPA: \$ 5.00 CPS: \$ 0.00 CPC:

OFFER CATEGORY:

So I'll add it to my list and keep looking for more. At this point in the process, I don't edit or filter things at all... I'm just in data collection mode.

I'll let my testing tell me which offers convert the best... not Clickbank's ratings or the affiliate page the vendor has that talks about his offer like it's the greatest thing since sliced bread :)

Even though having lots of people promoting the product is probably a good sign they're profitable doing so... I don't want to make that assumption.

Like I said... I just want to write down as many different markets as I can find.

... and depending on which method I used to find them, I should have a list of offers too.

If I don't... I'll go through the steps outlined in the Offer Spy method to find them because I can't move onto the next step until I know there are some offers to promote first.

The only difference is: I'll search the affiliate networks and [OfferVault](#) using a few keywords related to my market.

Let's say I found the "get your ex back" market through my Trend Spotting efforts.

So... to find offers related to that market, I would search "get your ex back", "relationship rescue", "stop divorce" and "fix relationship" at the affiliate networks I mentioned in the Offer Spy method to find offers I can promote.

As with the trend spotting methods, there is a certain amount of "magic" that goes into finding different offers and identifying the markets they target.

Since it's far easier to watch me do it... here's Jay with the next video:



Once I have a list of markets and offers... I can move onto the next step. Before we get to that though, let's quickly recap these market research tactics first.

To dominate your market, you need to do your market research the right way:

- Ask yourself the few simple questions outlined in the self-diagnosis method to uncover even more potential markets.
- Keep an eye on the sites listed in the trend spotting method and watch the different markets, offers, and trends that show up.
- Brainstorm potential markets by visiting different affiliate networks, looking at the popular offers available to promote, and figuring out which markets they're targeting.

After I've done that... I'm ready to dig deeper into the market to uncover my keywords.

Chapter Two: Keyword Research

Now that I've found a few markets using the steps outlined in the last chapter, I need to move a couple of them forward into the keyword research phase.

Since I could have anywhere from 10 to 100 or more potential markets to analyze further, the first thing I need to do BEFORE my keyword research is pick a couple to analyze first.

I don't really have much of a strategy when it comes to this part

Sometimes I start from the top of my list and work down... other times I'll kind of sort the list into groups (business, health, entertainment) and work through the ones that interest me the most first... doesn't really matter.

Once I've picked about 3-5 markets, I'll go through the keyword research process I'm about to give you to find the little golden nugget keywords in each market.

Before I get into that though, I need to talk about something that's very important:

When it comes to keyword research...

How do I know I've got the real stuff and not fool's gold?

It really is an art form to go through hundreds, even thousands, of keywords to find the handful that will make money. Let me share what I do...

Since I already know there are 3 distinct phases to the [search buying cycle](#), I want to focus my efforts just on those people in the purchase phase.

I don't want to waste my time and effort targeting keywords used by people in the Interest and Research phases when I could be putting it towards those people in the market who are most likely to convert.

So... I won't bother targeting very broad keywords like "camera" or "ipod" when I can dig a little bit deeper to find the real gold nuggets like "buy canon digital slr" and "ipod touch 4gb video."

I'll want to avoid freebie seekers too.

Although keyword phrases that include words like free, torrent, rapidshare, and download might bring in lots of traffic... they're not likely to convert.

These people have decided they want to get the product (if I'm targeting a product name) or solution... they just don't want to pay for it.

That being said, there are 3 rules I follow when it comes to keyword research.

Rule #1: The keyword phrase must be buying related (buy, purchase, get, try) or target the needs/issues/problems/solutions of the market or offer.

Rule #2: The keyword phrase must have at least 3 words in it for me to target it.

Rule #3: The keyword phrase has to get more than 3,000 searches per month.

Now... I should warn you. These are my rules... they don't need to be yours too.

Only you can decide what's a good number of searches for your marketing, but I don't like less than 3,000 searches because I find it's harder to make a good money with them.

The only real exception to the last rule is when I'm targeting a product name or a buying term like "buy magic of making up" since I know those keywords are laser-targeted and full of buyers too.

As for the exact process I use to research keywords? Here it is:

Keyword Research Process

Step #1: I'll enter the top 3-5 keywords related to the markets I've found into the [Google Keyword Tool](#) and hit the "Get keyword ideas" button to run the search.

Step #2: I'll sort by "Global Monthly Search Volume" and click "Add" for all keywords with more than 3,000 searches.

Step #3: Click the "Get more related keywords" to run the Google Keyword Tool again.

Step #4: Browse through the results using the keyword rules I talked about earlier to find keywords I can target. Write the keywords down or keep them in a separate spreadsheet.

Step #5: Take the keywords with more than 3,000 searches per month, enter them into Google and take note of the URLs for the top 10 sites.

Step #6: Go to [SEMRush](#). Select the US database, enter the URLs, and write down the keywords that stick to the rules I talked about earlier.

So... let's go through a quick example to see how this works.

Going back to the "get your ex back" market, I'll start expanding my keyword list using the Google Keyword Tool.

Starting with just "ex back", "my ex back", "your ex back", "stop divorce", and "fix marriage", I'll end up with close to 100 keywords from the Google Keyword Tool after the first run.

... and since most of the keywords already have more than 3,000 searches per month, I can quickly just reload them back into the Google Keyword Tool by clicking the "Get more related keywords" button.

When I do... Google spits out another hundred or so keywords and even though I've already found some of them, there are many new keywords I can add to my list.

So I'll go through the list, find the keywords that don't break my rules, and set them aside in a separate spreadsheet.

Armed with those keywords, I'll search Google to find the site URLs I need to put into SEMRush.

After all is said and done... I'll have close to 500 keywords I can move onto the market analysis phase.

But... that almost sounds too easy, doesn't it?

Although you'll find things get easier with practice, there are a few keys things you should watch out for to be sure you're targeting the right keywords.

So... watch Jay as he shows you how I do keyword research the right way...



Once I have a list of keywords, I can move onto the next step in the process... market analysis.

Before I talk about that though... let's quickly review my Keyword Research process.

To dominate your market, you need to do your keyword research the right way:

- Pick 3-5 markets from your research in the last step and search the top 3-5 keywords related to that market with the Google Keyword Tool.
- Find the keywords with more than 3,000 searches per month and enter them into the Google Keyword Tool again, browsing through the results to find keywords that are buying related or targeted to the needs/issues/problems/solutions and have at least 3 words in the phrase.
- Take the remaining keywords, search them in Google, and write down the URLs of the top 10 sites. Then, go to SEMRush, select the US database, enter the URLs, and write down any more keywords you find that meet the keyword rules.

Once I have a list of keywords I think can make me some money, I'll need to analyze the market first to be 100% sure.

Chapter Three: Market Analysis

Ok...

Now that I've found a market, uncovered some offers I can promote, and built a kick-butt keyword list... I'm all ready to go, right?

Not quite.

Most marketers don't even think about this step of the process... and unfortunately, they're the same ones who can't figure out why they're not making any money too.

Instead of putting all of my time, money, and effort into building and promoting a site that's not going to make me any money, I always analyze everything first.

Just like a carpenter who measures twice and cuts once, I want to be 110% sure the market and offers I've uncovered are going to make me money.

Now... although I can't guarantee I'll make money from a market even after going through the market analysis process I'm about to reveal, I come out ahead more often than not.

So... once I've identified a market, find some offers, and built a keyword list, I'll need to run the data I've gathered through a quick 3-step test I like to call "The Market Heat Test"

Basically... the more times I say "Yes!" to the questions I'm going to ask about the data I've gathered, the better.

... because anytime I say "Yes!" to these questions, I'm building the confidence I need to be 110% sure I'm making the right decision.

As for how to actually run the "The Market Heat Test"?

Just follow along while I show you how...

Test #1: Market Demand

The first question I need to answer is whether or not the market I uncovered in the last steps has enough demand to support my efforts.

To be sure it does, I'll need to make a quick stop at the [Google Keyword Tool](#):

Keywords	Ad Position	Estimated Avg. CPC	Advertiser Competition	Volume: November	Search Volume	Search Volume Trends (Dec 2008 - Nov 2009)	Volume Occurred In	Match Type: Broad
Keywords related to term(s) entered - sort by relevance								
ex get back	1 - 3	\$0.71		368,000	368,000		May	Add
get ex back	1 - 3	\$0.71		368,000	368,000		May	Add
to get ex back	1 - 3	\$0.70		201,000	201,000		May	Add
your ex back	1 - 3	\$0.70		301,000	201,000		Nov	Add
get your ex back	1 - 3	\$0.71		165,000	165,000		Oct	Add
how to get ex back	1 - 3	\$0.71		165,000	135,000		May	Add
how to ex back	1 - 3	\$0.08		Not enough data	110,000	No data	No data	Add
my ex back	1 - 3	\$0.68		135,000	110,000		Jun	Add
ex boyfriend back	1 - 3	\$0.68		90,500	90,500		May	Add
ex girlfriend back	1 - 3	\$0.77		110,000	90,500		May	Add
how to get back your ex	1 - 3	\$0.76		90,500	90,500		May	Add
how to get your ex back	1 - 3	\$0.76		90,500	90,500		May	Add
get my ex back	1 - 3	\$0.76		74,000	74,000		Jun	Add
get ex boyfriend back	1 - 3	\$0.74		60,500	60,500		May	Add
get ex girlfriend back	1 - 3	\$0.80		74,000	60,500		May	Add

Based on this information, there are a few things I notice right off the bat:

- **Search Volume Trend**

The search volume trends are pretty consistent, which means I don't really need to worry about this being a seasonal market.

▪ Top Keywords

Almost all of the top 10 keywords are getting 100,000 searches per month, for a grand total of over 1.8 million searches a month among them. Wow!

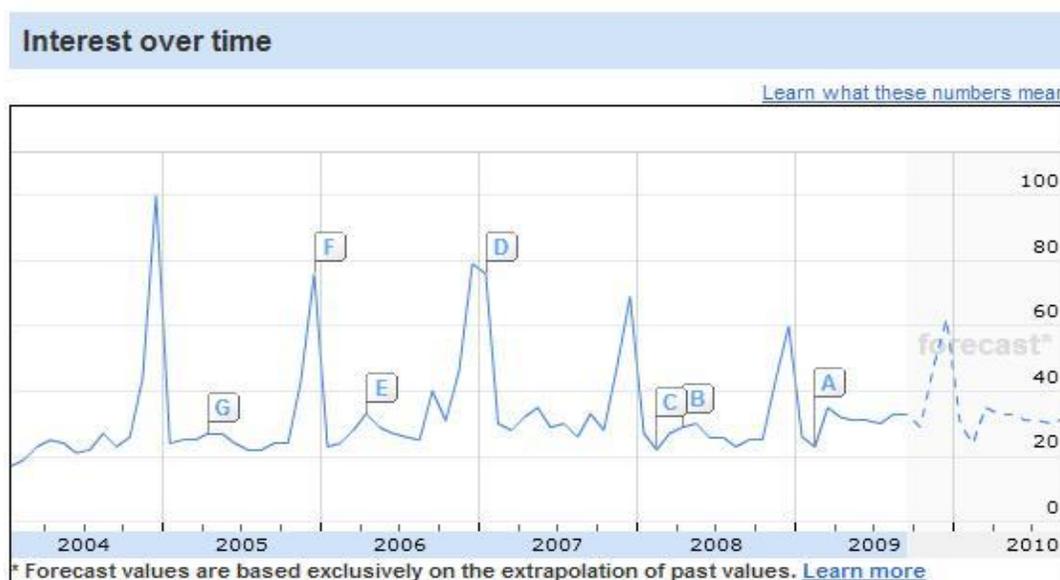
These indicators are a good sign.

Not only is there demand for the market... but it's consistent demand.

This is the exact type of data I want to see when researching the markets I uncover.

Well... I wouldn't mind a raising line that shows an increase in interest over time either when I double-click things with [Google Insights for Search](#).

When I search the same keyword at Google Insights, I'd be happy to see this too:



A consistent level throughout the year with a spike of interest around the holiday season in December.

My only concern would be the spikes are getting smaller as time goes by, but it's far better than a graph that starts high in the past and continues to drop... [like this one](#).

So... does this market pass test #1? It sure does!

Test #2: Commercial Viability

Once I know there is enough demand to support my efforts, the next question I need to answer is whether or not the market I uncovered is a profitable one.

Thanks to Google and the [Ad Targeting Preview Tool](#)... it's an easy task.

Using the "get your ex back" keyword I uncovered earlier, the Ad Targeting Preview Tool tells me there are 10 different advertisers targeting this keyword:

The screenshot shows the Ad Preview Tool interface. On the left, there are input fields for 'Keyword' (set to 'get ex back'), 'Google domain' (set to 'google.com'), and 'Display language' (set to 'English'). A 'Preview ads' button is located below these fields. On the right, there is a 'Location' section with a 'Country' dropdown set to 'United States' and a 'State' dropdown set to 'All regions within this country'. Below that, there is a 'Coordinates' input field with the example '32.1, -174.3'. At the bottom of the tool, it shows 'Web' and 'Show options...' links, and 'Results 1 - 100 of about 110,000,000 for get ex back. (0.23 seconds)'. The search results are displayed in a grid. The first row shows a sponsored link for 'Get Your Ex Back Now' from 'www.TheMagicsOfMakingup.org'. The second row shows a sponsored link for 'Men: Get Your Ex Back Now' from 'www.GetHerBackAdvice.com'. The third row shows a search result for 'How to Get Your Ex Back - The Simple Guide' from 'ezinearticles.com'. The fourth row shows a search result for '5 Ways to Get Your Ex Back' from 'ezinearticles.com'. The fifth row shows a search result for 'How to Get Your Ex Boyfriend Back - wikiHow' from 'www.wikihow.com'. On the right side of the results, there are two columns of sponsored links, each starting with 'Get Your Ex Back' and 'Get Ex Back Fast'.

Although that might not seem like a lot of advertisers for that particular keyword, I can repeat the process with different keywords to find most of them have a similar number of advertisers.

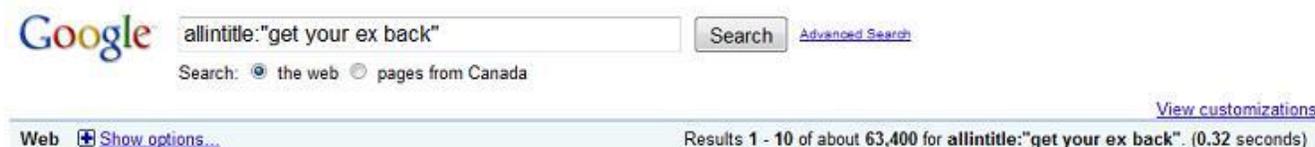
... and with that many people targeting these keywords, I know there is money being spent (and made) in this market. Test #2? Passed with flying colors :)

Test #3: Competitive Intelligence

Now that I know the market has enough demand and is commercially viable... what about the level of competition?



As you can see in the image above, searching for "get your ex back" in quotes results in 42,000,000 competing pages, while an allintitle search produces just 63,400 pages.



Once again... this is a good sign.

Although using quotes when I search is far better than not doing it at all... allintitle is that much better when it comes to getting to know the REAL level of competition I have out there.

... and in this case?

Well, that's a pretty low level of competition for such a high level keyword so I'd be interested to see what kind of data I'd get from the more targeted keywords I'm going to target.

But what if I don't get data like this?

If there are lots of competing pages when I search using the allintitle operator, I'll want to dig down further into my keyword list to see if there are windows of opportunity I can exploit.

Another thing I like to do is analyze the competition to see if I can easily beat their rankings or not. **Reason being:** I can't just rely on competing pages to figure out my competition.

Sometimes there are keywords with a really low number of competing pages, but the sites in the top 10 would be really hard to beat.

On the other hand, there are times where my keyword has tons of competing pages but since most of them are weak... I can easily get to the top of the rankings.

So... like I said, I like to analyze the competition to see how hard, or easy, it'll be for me to get my site into the top 10.

When I search my keywords using the "allintitle" operator at Google, I'll look out for a few different things:

Forums: If there's a forum topic on the first page, I'll be pretty confident I can get into the top 10, regardless of the number of competing pages.

Answer sites: I look at finding these sites the same as I do forum topics... if I see a Yahoo! Answers question on the first page I'm pretty sure I can get into the top 10.

Google snipers: If I come across a site that's built around the keyword I'm analyzing, I know I have another Google sniper on my hands. I find this happens most when I'm going after product names, especially ones in Clickbank.

Since I can use the same tactics, plus the traffic methods I'm going to reveal, to promote to the market, I'll still go ahead with the keyword even if I find 3 or more other Google snipers aimed at it.

Authority sites: I'll come across sites related to the broader market who have a page targeting the keyword I'm analyzing. I'll also come across pages on non-market related authority sites like Squidoo and Hubpages.

I'll look at the website as a whole and the page in question to find the keyword density of the page and its title and description. If the keyword density is low and the **exact match keyword** doesn't appear in the title or description of the page, I shouldn't have a difficult time getting into the top 10.

... and although looking out for these things is better than nothing, I can still end up making a mistake.

After I've run these 3 small tests on my data, I need to analyze the information and come to a decision about whether or not I'm going to move forward with the market or not.

By this point I should have:

- a list of offers I can promote
- a few different keywords related to the market
- an idea of the market demand and commercial viability
- a list of competition website URLs

Using this information, I'll decide whether or not to move ahead with the market.

Unfortunately, I can't give you hard and fast numbers you can use to know whether or not you can proceed... this is more art than science.

As you continue to analyze different markets, you'll become more and more tuned into what you should be looking for.

In a nutshell though...

You want to find a market with a solid number of offers you can promote (at least 3-5 would be good) that has a good number of advertisers as well (at least 5 marketers using Adwords).

... and don't try to cheat or cut corners on this step of your marketing.

By the time you get to this point, you should know if you have a good market or not. Since this is the step most people get wrong, I want to make it 100% clear what I do.

So... here's Jay again to cover the steps I use to analyze markets.



Although I've been using the market analysis process I just explained to find hot markets I can make money in... it's still not an exact science.

Thanks to the very talented Brad Callen, I can take the guesswork out of it and let the power of automation work to my advantage...

Keyword Elite

Keyword Elite (2 week free trial through that special link) is an incredible tool that does what used to take me hours upon hours... in just a few clicks of the mouse.

Armed with its Search Engine Dominator module, Keyword Elite makes the entire process of analyzing markets much, much easier than doing it manually like I just explained.

Normally, the only way you can get your hands on it is by paying for it in full.... but, Brad has been kind enough to let me give you a free trial.

This way you can test it out for yourself first... see if you like it... then decide whether or not you should make the investment into the paid option.

Now... if you bought Google Sniper or got on my list some other way, you already know I don't promote too many products.

But when I do... it's something I stand by 110%.

Even though there are a few other tools out there, when it comes to finding keywords that would take hours to dig down into using the free methods I just talked about... Keyword Elite is easily my personal favorite.

So...

To analyze the market and keywords I found in the first two steps, I'll open up Keyword Elite and select the Search Engine Dominator icon from the main software window.

Using the Search Engine Dominator, I'm able to clearly understand the top results for my market in all 3 of the top search engines - Google, Yahoo! and Bing.



Armed with this information, I can figure out the weak points in my market and attack them.

These low-hanging fruit keywords can easily be pick off and ranked for very quickly and easily. Honestly... they can take a long time to find, but Keyword Elite makes it really easy.

Once I've been able to analyze my keywords to discover the gold nuggets that will make me money, I can move onto the next step...

TRAFFIC!

I mean... that's what I'm doing all of this for, right?

Before I get to that though, let's recap the steps I use in "The Market Heat Test" to greatly improve my chances for success...

To dominate your market, you need to analyze it with "The Market Heat Test":

- Check out the market demand for the keywords you're targeting by visiting the Google Keyword Tool and taking note of the search volume trends, how much volume there is and when the volume occurred.
- Look into how many advertisers there are using Google Adwords by visiting the Ad Targeting Preview Tool to be sure there are people spending money to advertise to the market.
- Spy on the competition using SEnuke to analyze how difficult it's going to be for you to rank on the first page of search results.

Chapter Four: SEO Essentials

Once I've found a hot market, lots of offers to promote, and the right keywords to target... I'm ready to start driving traffic, right?

Well... not quite.

Even though I'll already have a foundation more stable than most of my competitors, I need to be sure it will stand the test of time.

Let me go back to the example of building a house for a moment.

Armed with the right wood, bricks, and concrete to build a home... the contractor has everything he needs, right?

Wrong!

To put all of these things together into a house that will stand the test of time, the contractor need nails for the wood, the right mix for the concrete, and the right mortar for the bricks.

Without the right nails... the drywall won't stay up on the walls... the walls won't stay attached to each other... the whole house will fall down.

... and it's the same when building your site.

Even though I've spent the last few pages going over how to find the right market, keywords, and offers to target... you still need the "glue" to keep it all together.

That's where SEO comes into the picture.

SEO is what you do to make your site rank well in the organic, or natural, search engine results and it's broken down into two main factors.

On Page SEO: The things I do to my site and its pages to improve my rankings.

Off Page SEO: The things I do on pages and sites that link to mine to improve my rankings.

On Site SEO

Before I can even think about how I'm going to structure my site and setup my on-page optimization, I need to register a domain name.

... and since having my keywords in the domain name can help boost my SEO rankings, I'll definitely want to include them.

The difficult part of the task is brainstorming modifiers I can add to my keyword phrase that make sense as a domain name... which are actually available as either a .com, .net, or .org.

Obviously, I prefer a .com domain and usually don't have trouble finding one... but we'll see how good Jay does with the video at the end of this section 😊

When it comes to the other elements of my domain name, I try not to use more than 5 or 6 words in the domain... and I like to keep them under 26 characters in length.

The shorter the domain name... the better.

I also like to stay away from using hyphens... so I'll need to factor how the domain name looks with the different words meshing together when making my final decision.

When I have a domain name registered and setup in my [Bluehost](#) account, I can upload Wordpress and begin to SEO my site.

The first step to improving the SEO on my site is how its structured.

... and rather than show you how to do it here on paper, you can watch the video from Jay at the end of this chapter to see how it's done.

The second step to improving the SEO on my site is to include the keyword in my URL.

Thanks to Wordpress... it's not that hard to do.

All I need to do is go into the admin panel where I installed Wordpress and select "Options" and then "Permalinks" to find this spot where I can change how the URLs appear.

To make it just the name of the post, I'd enter `/%postname%.php` like this:

Custom, specify below

Custom structure:

Now when I use the keywords I want to target in the title of the posts and pages I put up on my site, they'll appear in the URL of my site.

Here's what I mean...

If I have an article on my site titled "3 Surefire Ways to Win Her Back Today" the URL will look like this:

www.winherbackguide.com/3-surefire-ways-to-win-her-back-today.php

... and the keyword I want to target "win her back", as well as a few others "to win her back" and "ways to win her back", will be featured in the URL.

Once I have the keyword I want to target in the URL of the post/page on my site, I can move onto the third step to improving the SEO on my site...

Keywords

This is where a lot of people drop the ball: They don't have a strategy for using their keywords on their site.

Look... I can't just toss some keywords into my content and hope for the best.

There's a strategic way to use my keywords, and a bunch of different places I can use them, to get the most out of my SEO efforts.

I want to be sure things are organized in such a way it will help me in my quest to rank well for the keyword I'm targeting.

To do that... the first thing I need to do is use the keyword I'm targeting in the content.

Well d'oh, right? ☺

The key is where... and when.

Meta Keywords Tag	<p>Using the All In One SEO Pack plugin for Wordpress, I'll enter the keywords I'm going to target as the meta keywords for the site and each page/post I create separately.</p> <p>Most search engines don't use this information anymore to rank sites, but it doesn't hurt to have it either.</p> <p>Just don't stuff a hundred different keywords into the meta keywords tag for each page/post you write... it will set off big alarms over at Google.</p>
Description Meta Tag	<p>Using the All In One SEO Pack plugin for Wordpress, I'll enter the description for both my site and each page/post that Google will use when displaying my site in its search results.</p> <p>This is also what my potential visitor is going to see when they search my target keyword phrase, so I'll want to make this compelling enough to get them to click through to check it out.</p>
Title Tags	<p>Using the All In One SEO Pack plugin for Wordpress, I'll set my post title format to %post_title% to keep the permalink structure I setup earlier and the page title format to %page_title% %blog_title% to put the keywords I'm targeting at the top of page when Google's spiders read it.</p>
Font Style Tags	<p>Using the <h1> and <h2> tags I can tell Google which keywords are important on my pages.</p>
Images	<p>If I have an image on the page, I'll be sure to put my keywords in the file name.</p> <p>I'll also put them in the ALT text for the image too... but I won't keyword stuff.</p> <p>I look at the ALT text as the description for the picture itself, so I'll use it to describe the picture using the keyword phrase.</p>

Aside from that... I'm also concerned about keyword density. Although it was much more important a few years ago, my main concern today is not stuffing too many keywords.

So... I don't want to have my target keyword phrase show up more than 5% of the time, but I do want to have it in the first 50 words on the page... and the last 50 too.

Once I have my targeted keyword phrase in the right places... I can move onto supporting my SEO benefits for it by mixing some related keyword phrases into the content.

Then... I'll link those keywords to the other pages on my site that target that keyword phrase.

So... to find related phrases for "win her back", I can type that phrase into the Google Keyword Tool, use the Wonder Wheel, or both.

Here's what I'll get...



Wonder Wheel Keywords: win her back after break up, get her back, win her love back, win back your ex girlfriend, things say win her back

Don't worry if those keywords don't make sense, especially the last one. Google likes to remove common words like "and", "the", "of", "to" and "a" so the real keyword behind the data I'm getting could be "things to say to win her back".

Sometimes it's not so simple to figure out what Google is talking about so I'll take them over to the Google Keyword Tool to unscrambled them.

Here's what I go when I searched "to win her back":

Keywords	Advertiser Competition [?]	Local Search Volume: December [?]	▼ Global Monthly Search Volume [?]
Keywords related to term(s) entered - sort by relevance [?]			
to win her back		Not enough data	8,100
how to win her back		6,600	6,600
how to win back her heart		1,300	1,300
how to win her heart back		1,300	1,300
to win back her love		Not enough data	880
how to win her love back		Not enough data	720
to win back her heart		Not enough data	720
to win her heart back		Not enough data	720
win her to come back		Not enough data	210
say to win her back		Not enough data	170
ways to win her back		Not enough data	170
to win her back from		Not enough data	110
what to say to win her back		Not enough data	110
do to win her back		Not enough data	91
how to win him back from her		Not enough data	91
poems to win her back		Not enough data	91
songs to win her back		Not enough data	91

Although I probably could have guessed a few of them, I'd have a hard time coming up with all the different variations... some of which could end up being my top converters.

These are the keywords I'm going to use to "spice up" my content with links to other pages on my site... as well as any other page I own that I want to rank well in Google.

READ THAT AGAIN!

Let's say I have web2.0 page on HubPages that targets the keyword phrase "win her back".

To spice it up, I'd use keywords like "how to win her back", "how to win her heart back", "how to win her love back", "ways to win her back" and "what to say to win her back".

I can turn those keyword phrases into links that direct traffic to my video squeeze page, eZineArticles article, review-style landing page, Squidoo lens, post on my site... whatever.

As long as it's a piece of virtual real estate I control... I can link to it. They'll just end up on another one of my pages reading content I've crafted to convert them.

Speaking of which... it's these other properties I'll use to improve my off site SEO, and here's how I'll do it.

Off Site SEO

After I have my site setup and properly optimized using the On Site SEO steps I just covered, I can turn my attention toward my off site SEO efforts.

Although there are quite a few different on site SEO factors that go into determining my rankings, there's only one off site SEO factor I need to worry about...

Incoming Links

Think about it... how else can Google figure out what other sites are saying about mine than the links that point from them to my site?

Answer: It can't.

So... if I want to improve the off site SEO for my site, I need to get as many links back to my pages as I can. When I do, there's a few things I need to be concerned about:

Link Quality	Google likes links from older sites better than ones from newer sites, gives more weight to incoming links from high-ranking pages rather than low-ranking ones, and likes expert and authority sites more than others.
Acquisition Speed	How fast I build links to a page is something Google watches because links built too fast scream out someone's trying to artificially boost the page... so I'll want to build them slow and steady to make things look more natural.
Link Variation	Google doesn't want all of the links pointing back to a page to be the same, so I'll use the related keyword phrases I found earlier to "spice up" the links back to my page.

As long as I pay attention to those things... I should be okay.

Setting things up with these on site and off site SEO factors in mind will put me ahead of most of the competition... especially when I'm targeting single keywords like I do with my Google Sniper sites.

As I mentioned earlier, Jay has another video for this section you should definitely check out.



Once I have my site setup to benefit the most from my SEO efforts, I can move onto generating traffic to it.

Before I talk about that though... let's quickly review the SEO Essentials.

To dominate your market, you need to do your SEO the right way:

- Put your targeted keyword phrase in your domain name, but make sure it's less than 26 characters in length with no more than 5 or 6 words
- Structure your site according to the outline provided in the video above, use related keywords in your content and link them to other virtual real estate you own (both on site and off site), and keep your keyword density below 5% for each page.
- Include your targeted keyword phrase in the URL of the page, it's title tag, meta keyword tag, description meta tag, font style tag, image file name, image alt text, and the first and last 50 words of the page
- Build links at a moderate pace... focusing on higher quality sites, older sites, and popular sites whenever you can.

Final Thoughts

Well... there you have it.

The exact step-by-step process I use to find markets, dig into them to find the gold nugget keywords, and analyze them for profitability.

It's short... sweet.... and simple. Because in all honestly... ranking in the search engines isn't that hard.

Whenever I'm going to build a site, the first thing I do is go through this process... without it you're going to waste a lot of time with your search engine optimization efforts.

Instead of leaving it up to faith, or trying to copy other people, you'll know exactly whether you're going to rank in the search engines or not (and get all the extra traffic and money that comes with it) before you even begin your traffic getting campaign.

So, the next step then is to follow the rest of the Ultimatum.. and get all the traffic that's coming to you from those techniques...

But remember... now that you've got the right foundations in place, you'll be building juicy backlinks to your site the whole time too 😊 Which in turn will lead to even MORE traffic.

Isn't it cool when things just fall into place sometimes?

So go ahead and open up the next section covering the free traffic methods you can use to drive traffic to your site. I'll see you inside.

To Your Every Success,

George Brown